



NEWS RELEASE
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Survey of Major U.S. Outsourcers Reveals Shift of Business from Off-Shore to Domestic Teleservices Firms

Survey Results Revealed During Annual Convention & Expo to Contact Center Professionals from Around the World

New Orleans (October 5, 2009) – Survey results revealed today during the American Teleservices Association’s Annual Convention and Expo in New Orleans show that U.S. companies that outsource teleservices shifted a substantial portion of their business from off-shore to domestic providers over the past year. This move reflects a significant increase in satisfaction with domestic teleservices firms, according to a new survey conducted by the American Teleservices Association (ATA) and sponsored by DialAmerica.

In the survey, fielded last month among 27 major U.S. companies that outsource over \$300 million in customer acquisition and customer care functions, 44 percent of respondents said they only used domestic teleservices vendors, a jump from 28 percent a year earlier. Consistent with this shift, respondents that said they utilized a combination of domestic and international teleservices vendors dropped from 71 percent in 2008 to 48 percent in 2009.

Overall satisfaction with teleservices providers rose year over year. Respondents who said they were “very satisfied” with their most recent teleservices relationship increased from 18 percent in 2008 to 25 percent in 2009. Combining “very satisfied” and “somewhat satisfied” responses revealed an overall improvement in satisfaction from 83 percent in 2008 to 92 percent in 2009. However, satisfaction with off-shore vendors rose more modestly in the ATA survey. “Very satisfied” respondents increased from 6 percent to 12 percent from 2008 to 2009, while “somewhat satisfied” respondents increased from 53 percent to 59 percent.

“Outsourcers increasingly appreciate the value that domestic teleservices vendors can offer. While satisfaction with off-shore outsourcers is also improving, it significantly trails U.S. companies,” says ATA CEO Tim Searcy.

Accompanying the greater satisfaction levels in the survey, respondents indicated they were less likely to change their teleservices vendor relationship in the coming year. Only twenty-four percent said they were “very likely” to change, compared with 32 percent in last year’s survey.

Other key findings of the survey were these:

- 52 percent of respondents say they plan to increase their teleservices program next year; 40 percent say they expect to maintain their teleservices program next year.
- Of those that plan a budget increase, 43 percent say it will be in the 10-20 percent range; 29 percent say their increase will be in the 20-30 percent range.

“It’s gratifying to see growing confidence in domestic teleservices firms,” said Arthur Conway, president and CEO, DialAmerica. “Companies increasingly recognize the importance of industry sector experience, training, security, compliance and strategic program management when they outsource a business function.”

About American Teleservices Association

The American Teleservices Association (ATA) is the only non-profit trade organization dedicated exclusively to the advancement of companies that utilize contact centers as an integral channel of operations. ATA members include companies with inbound or outbound contact centers, users of Teleservices, trainers, consultants, and equipment suppliers who initiate, facilitate, and generate telephone, Internet, and e-mail sales, service, and support. ATA provides leadership in the professional and ethical use of the telephone for conducting business and is committed to serving the needs of its members, recommending the highest standards of quality for the channel and protecting the rights of consumers. Members benefit from the ATA's strong advocacy at the national and state level; advanced and timely educational opportunities and business-building events; advocacy and support in the public realm; and rich and trusted resources for Teleservices professionals.

About DialAmerica

DialAmerica, one of the nation's largest teleservices companies, is recognized for its expertise in providing comprehensive, cost-effective customer acquisition and care solutions for consumer and business-to-business marketers. Serving the marketing and fundraising communities for 50 years, DialAmerica has a diverse portfolio of clients in multiple industry sectors, including financial services, communications, healthcare, pharmaceutical, technology, travel and leisure, consumer products, energy and others. For more information, please visit www.dialamerica.com.

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Relevant sites:

www.ataconnect.org

www.ata2009convention.org

www.dialamerica.com

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